



## How To Place PSAs

Public Service Announcements can enhance local promotion by:

1. Increasing public awareness of your issues
2. Continuously dispersing your key messages
3. Covering the audiences of print, television and radio

Contact the public service coordinator at your local stations and newspapers and encourage them to run your PSA for ***School To Work*** and the **JOBS:THE CLASS OF 2000** program. Follow-up these requests with telephone calls to strengthen your contact's awareness of your programs.

Local radio and television programs in PBS station regions may have a substantial interest in promoting the issues addressed in the television special and your local ***School To Work*** initiatives.

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